

Senior Marketing Coordinator

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Company: Frasers Property

Location: Central Coast

Category: other-general

Parking provided. WFH/hybrid. Flexible workplace culture Generous paid 18 weeks parental leave & more. 2 weeks purchased leave 50% off our global hotels & serviced apartments. Residential purchase benefits Why work for Frasers Property? At Frasers Property Australia (FPA), we believe in offering industry-leading benefits that go beyond the ordinary: 2 weeks purchased additional leave Flexible work arrangements for most roles 50% discount off room rates & 20% off food & beverage at our serviced apartments & hotels globally Pre-market sale access, 5% deposit & discounts for Frasers residential properties Multiple health & wellbeing benefits 18 weeks paid parental leave & gender-neutral policy. Paid super up to 12 months. 4 weeks paid partner leave Dedicated learning & development programs State-of the art modern office facilities Our leading workplace culture is well recognised: WGEA Employer of Choice for Gender Equality UDIA & PCA awards in diversity & inclusion AFR's BOSS Best Places to Work winner The opportunity: Our Corporate team are currently seeking a Senior Marketing Coordinator to join the team based in our Rhodes 2138 office. Reporting to the Brand and Communications Director, the newly created Senior Marketing Coordinator role will support the core national marketing functions of the Brand and Customer team for Frasers Property across Australia. Responsibilities As the successful applicant, this role will see your responsibilities include: Create content within our Brand Guidelines to support B & C in executing the marketing strategy Plan and book media across various channels in conjunction with the B & C Director Manage the FPA Corporate website Maintain Google Analytics, SEO and SEM strategies, and database communications Create content for FPA social channels Produce internal communications, seeking opportunities to profile campaigns and

teams Plan and execute events for our people in conjunction with the B & C team, including our 100-year anniversary events during 2024 Support the provision of research analysis and planning Provide monthly reports on campaign marketing metrics Manage consultant agreements, campaign budgets, and national marketing calendars Requirements You may have all or some of the following skills & experience: Qualifications in Marketing or Communications Experience in marketing preferably in the property industry Website content management skills Highly developed skills in copywriting, editing, vocabulary and grammar are essential Graphic design skills are well regarded Strong knowledge of social media and traditional media channels, and content strategies Highly adept at project managing multiple projects About Frasers Property in Australia From the iconic vertical gardens of Sydney's Central Park to the world's most sustainable shopping centre at Burwood Brickworks in Melbourne, and Australia's answer to Silicon Valley at Central Place Sydney, Frasers Property Australia creates sustainable places which unite people for a better future. Our operations cover residential, build-to-rent, commercial and retail development, we own and manage investment property, and provide property and asset management services. With a focus on place-making and community building, we've built over 140,000 homes for Australians. Frasers Property Australia is an Australian division of Frasers Property Limited, a multi-national real estate company with operations in 70 cities across 20 countries. We employ over 700 people nationally. Discover much more about working with Frasers Property here: <https://www.frasersproperty.com.au/Careers>

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